

Edina Liquor uncorked

VOLUME 6, ISSUE 5, OCTOBER 2011



Beaujolais Nouveau: What's With the Hype?



Greg Keehr
Assistant Liquor
Operations
Director

By Greg Keehr

Customers are already asking when the Beaujolais Nouveau will be instock. Beaujolais Nouveau is always released to the public on the third Thursday of November. French law prohibits its release any earlier.

The wine is produced in a rapid manner. It is picked, pressed, fermented and bottled in just a few days. This produces a red wine with fruity characteristics without the tannins familiar with most red wines. It can be enjoyed chilled. It is as close to a white wine as a red wine can be.

The ritual of tasting the first pressings of the Beaujolais has been practiced for ages. It was a great way for farmers and locals to taste the fruits of their labors while the top-end Beaujolais aged in barrels. In 1985, the third Thursday in November was set as its release date. Importers have all agreed not to sell the wine before this date.

The current frenzy and fanfare around this wine and its release can be attributed to George Dubœuf. He has been the driving force in promoting this event. Dubœuf saw the marketing potential of Beaujolais Nouveau and literally ran to Paris with it.

Within weeks of harvest, it became a winemakers' race to Paris with the first bottles. Because of the attention of the French media, this "running of the wines" became a national event in the 1970s. The race spread to neighboring European countries in the '80s, followed by North America and Asia in the '90s. Dubœuf's release of Beaujolais Nouveau is more than 4 million bottles annually.

Remember Nov. 17 and come in for your bottle. Our staff will be happy to help you with your questions. 🍷

Greg Keehr is Assistant Liquor Operations Director and Manager of Edina Liquor — Grandview

Staff Picks

Guinness Black Lager: The nationwide launch of Guinness Black Lager was Sept. 1. It has a fantastic black color with a wonderful one-inch head. It is a unique black lager with a cool, sweet malt flavor; great toasty scents and hints of chocolate and coffee. It smells faintly like a blend of Guinness Stout and Harp Lager. These fantastic flavors with its smooth nature give it a slightly earthy, hoppy finish. Extremely smooth, it goes down like a well-deserved treat. Six-pack bottles can be found at all three locations. \$7.99

Tim Hengemuhle is Assistant Manager of Edina Liquor — Grandview

2007 Sebastiani Sonoma Cabernet: Consistently outstanding year after year, this cabernet is sourced from select vineyards throughout Sonoma County. It's balanced and complex with notes of black cherry, raspberry and mocha, giving way to hints of tea leaves and leather. This wine is an ideal match for steak, lamb, pizza or hamburgers. Soft tannins ensure that this is a cabernet that can be paired with a wide range of cuisine or simply enjoyed on its own. \$12.99

Dave Tomko is Assistant Manager of Edina Liquor — Southdale

Knob Creek Single Barrel: Knob Creek Single Barrel is a 120-proof bourbon specifically selected by Edina Liquor for its flavor. It was aged in barrel No. 38 for nine years and is unblended and unfiltered. The nose has elements of dried fruits and toffee. Flavors of vanilla, orange and cinnamon delight the mouth before a long, smoky finish. \$36.99 🍷

Joe Labosky is Assistant Manager of Edina Liquor — 50th & France

Autumn Ushers in Bigger, Bolder Beers

By Eric Pellinen

Now that fall is in full swing, many things are changing. The days are getting shorter, the temperature is dropping, leaf colors are changing and there are many more seasonal beers in the coolers. Breweries are making the switch from lighter, more refreshing summer beers to richer, heartier, more malt-driven beers that keep away the autumn chill. Oktoberfest may still linger on the shelves, but will make way for pumpkin ales when early November brings in the first of the winter warmers.

Pumpkin ales celebrate the end of the harvest season and are a great addition to a Halloween party or a fun pairing for a Thanksgiving meal. There is certainly a flavor range even in this subset of beers. New Holland's Ichabod has little to no spicing with a bit of real pumpkin in the front, while beers like Weyerbacher's Imperial Pumpkin and Southern Tier's Pumpking are bursting with spices like cinnamon, clove, allspice, nutmeg and vanilla, not to mention the big malt and alcohol backbone.

Fall seasonals aren't limited to just pumpkin ales, however. Surly has just as big of a presence this time of year with releases like Fest, a hopped-up rye-based lager; Darkness, a bold, Russian Imperial Stout; and Smoke, a rich, oak-aged, smoked Baltic Porter. Capital Brewery has its Autumnal Fire, which is a hearty doppelbock with flavors of toasty malt, burnt sugar, toffee and a hint of dark fruit (think raisins and figs).

These beers, and many other seasonal offerings, are available on a limited basis. Our selections vary slightly between the three stores, so feel free to call ahead to check our supply – or better yet, stop in! We are always happy to talk about beer and find something fun and exciting to tackle your taste buds. 🍷

Eric Pellinen is Manager of Edina Liquor — 50th & France



Eric Pellinen
Store Manager,
Edina Liquor —
50th & France



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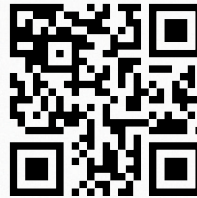
Valid 11-17-11 to 11-30-11. No photocopies will be accepted and no further discounts will be given. Coupon cannot be used for the product-of-the-month special.

10% off any single bottle of Beaujolais Nouveau



Valid 10-1-11 to 10-31-11. No photocopies will be accepted and no further discounts will be given. Coupon cannot be used for the product-of-the-month special.

10% off any 6-pack or larger fall seasonal beer (Limit 2)



Open until 10 p.m.
(Wednesday, Nov. 23)
Closed Thanksgiving Day
(Thursday, Nov. 24)

HOURS
Mon - Thurs - 9 a.m. to 8 p.m.
Fri - Sat - 9 a.m. to 10 p.m.
Sun - closed

Grandview - near Jerry's Foods
5013 Vernon Ave. S.
Edina, MN 55436
952-903-5740

Southdale - next to Cub Foods
6755 York Ave. S.
Edina, MN 55435
952-903-5730

50th & France - next to Lunds
3943 W. 50th St.
Edina, MN 55424
612-928-4551

3 LOCATIONS

Manager's Column

Edina Liquor Helps Feed Those in Need



Steve Grausam
Liquor Operations
Director

For the fourth consecutive year, Edina Liquor will work with MillerCoors and the Minnesota Municipal Beverage Association in October to collect food and cash donations for our local food shelf, Volunteers Enlisted to Assist People (VEAP). VEAP is a local non-profit agency serving low-income, senior and disabled people in the communities of Bloomington, Edina, Richfield and South Minneapolis. There is a great need in our community for VEAP's services and this is an excellent opportunity for Edina Liquor customers to give back to those who are less fortunate.

This food drive is a statewide project that is supported by many neighboring cities with municipal liquor stores. It's also supported by many out-of-state municipal liquor stores. In the first year of the food drive, more than 11

tons of food was donated statewide. In the second year, Minnesotans donated more than 20 tons. Last year, we increased that total to more than 27 tons statewide. We are hoping Edina Liquor can play a big part in raising that total to 30 tons.

All of the food collected at Edina Liquor in October will be donated to VEAP. You can also donate cash, which is used to buy food and counts toward the tonnage. Every dollar we receive equals one pound of food during the drive. During October, our sales staff will ask customers if they would like to donate \$1 to the food shelf. Donations will be added to the purchase total. MillerCoors will also donate \$1,000 to the two stores that collect the most food in weight.

Bring in five nonperishable food items to receive a 10 percent discount on a purchase during October. This discount does not apply to product-of-the-month specials, close-outs or other inventory reduction items.

At Edina Liquor, we are always grateful for the support that pours in from our customers and the community. As in previous years, this food drive gives us the chance to return the favor.

For updates on Edina Liquor, check us out on Facebook, Twitter, City Extra or our website, www.EdinaLiquor.com.

Steve Grausam is Liquor Operations Director. He can be reached by sending an email to sgrausam@ci.edina.mn.us.